# HOTEL

Geary Street, Just off Union Square European Plan \$1.50 a day up Breakfast 50c Lunch 50c Dinner \$1.00 Most Famous Meals in the United States New steel and concrete structure. 350 rooms, 250 connecting bathrooms. Homelike comfort rather than unnecessarily expensive luxury. In center of theatre, cafe and retail districts. On car lines transferring all over city. Take municipal carline direct to door. Motor Bus meets trains and steamers. Hotel Stewart is recognized as Ha-waiian Island Headquarters. Cable address "Trawets" A B O Code. J. H. Love, Honolulu Representative.

PLEASANTON HOTEL LUXURIOUS AND COMFORTABLE STRICTLY FIRST CLASS 100 ROOMS 50 BATHS

## Wahiawa Hotel

Nearly 1000 feet elevation; near depot; grand scenery; fine bass fishing. For particulars address E. L. KRUSS, Wahiawa. Phone 0393.

SEASIDE HOTEL CHARMINGLY SITUATED AT WAIKIKI

Delightful Rooms; Perfect

HEINIE'S TAVERN Most Popular Beach Resort In the City. Rates that are Rightmerican and European Plan, "On the Beach at Walkiki"



grade of work done on Men's Women's and Children's Shoes.

Manufacturers' STORE

Laundry-Messenger Boy **Phone 3461** 

Distinctive Millinery Creations equaled by no other Honolulu shop, at Miss Powers, Boston Bld.

Silva's Toggery THE STORE FOR GOOD King Street.

PURE ICE rteous Treatment AHUICE CO. Phone 1128

r stock of rushes for all purposes. LEWERS & COOKE, Ltd.

NOTHING COUNTS LIKE SERVICE .- WE GIVE IT. KERSHNER VULCANIZING CO., LTD. 1177 Alakea St. Phone 2434. Fisk and Miller Tires.

McInerny Park Elegant Lots CHAS. DESKY, Agent Merchant, near Fort

MILLINERY

HONOLULU HAT CO. Hotel St., near Bethel

Canton Dry Goods Company

Hotel St., near Bethel St.

You are losing money if you are

Duplicate Christmas Order Sale THE IDEAL

#### SEE COYNE

1106 Union St., nr. Hotel St.

Have you seen our line of

beautiful Wrist Watches?

H. CULMAN, Hotel-Fort

H. MIYAKE

Oriental Art Goods

Fort, above Beretania

Toyo Panamas

For Men, Women and Children.

K. UYEDA.

1023 Nuuanu St.

DEVELOPING

PRINTING : ENLARGING

Best in the City.

Honolulu Picture Framing &

Supply Co.

Y. TAKAKUWA & CO.

"NAMCO" CRABS, packed in

Sanitary Cans, wood lined.

Nuuanu St. near King St.

The Waterhouse Co., Ltd.

Underwood Typewriters.

YOUNG BUILDING.

We Never Sleep!

BOWERS' MERCHANT

PATROL

1079 Alakea St. Ph. 2515

FURNISH YOUR HOME RIGHT

By fitting it throughout with our

dependable electric fixtures.

ELECTRIC SHOP

JORDAN'S

DRY GOODS

Fort St.

Honolulu Music Co.

Everything Musical

Fort, next to the Clarion

Largest and most complete

stock of

Popular Fiction

in Honolulu at Arleigh's

H. HACKFELD & CO.

Limited

Commission Merchants

HONOLULU

PURE ISLAND MILK AND

CREAM.

Honolulu Dairymen's Assn.,

4676-Phones-1542

James Whitcomb Riley said

he would be well dressed if he

had to go hungry. You can

easily be well dressed if you

THE CLARION.

MOVING

To Love Bldg., 1144-1146 Fort Street.

Under New Management.

BAILEY FURNITURE CO.

Old Mayflower

always pleases.

Kona Coffee

Phone 1271.

buy at

Phone 4344

'1135 Fort St

Young Building Works up until 11 a. m., of Tuesday, February 1, 1916, for Constructing and Installing Alley Foundations for Three Bowling Alleys in the National Guard New York Dress Co.

Armery, Honolulu, T. H. The Acting Superintendent of Public Works reserves the right to reject Ladies and Gentlemens Tailors. any or all tenders.

Specifications and blank forms of proposals are on file in the office of the Superintendent of Public Works, Capitol Building, Honolulu.

BY AUTHORITY.

SEALED TENDERS.

Sealed Tenders will be received by

the Acting Superintendent of Public

A. C. WHEELER. Acting Superintendent of Public Wks. Honolulu, January 21, 1916. 6377-10t

#### RESOLUTION NO. 398.

Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the following sums aggregating Forty Thousand and Fifty Three Dollars (\$40,053.00) be and the same are hereby appropriated out of all moneys in the School Special Fund in the Treasury of the said City and County of Honolulu, for the following purposes,

New Buildings .....\$21,050.00 Furniture and Fixtures ..... 3,750.00 Repairs and Maintenance... 8,750.00 Janitor Service and Supplies 6,503.00

Presented by, BEN HOLLINGER, Supervisor. Honolulu, January 6, 1916.

I hereby certify that this Resolution passed Second Reading as amended and ordered to print the meeting held on Thursday, January 20, 1916, on the following vote of the Board of Supervisors, to wit: Ayes: Ahia, Arnold, Hollinger, Hor-

Noes: None. Absent and not voting: Shingle Total 1.

ner, Larsen, Logan. Total 6.

E. BUFFANDEAU, Deputy City and County Clerk. 6377-3t

#### RESOLUTION NO. 408.

Be it Resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of Two Hundred Thirty Seven and 79-100 (\$237.79) Dollars, be, and the same is hereby appropriated out of all moneys in the General Fund of the Treasury of the said City and County of Honolulu for the following purpose, to wit:

upkeep. \$237.79. Introduced by, DANIEL LOGAN. Supervisor. Honolulu, January 10, 1916.

I hereby certify that this Resolution passed First Reading and ordered to print the meeting held on Thursday, January 20, 1916, on the following vote of the Board of Supervisors, to wit: Ayes: Ahia, Arnold, Hollinger, Hor-

ner, Larsen, Logan, Total 6. Noes: None. Absent and not voting: Shingle.

Total 1. E. BUFFANDEAU. Deputy City and County Clerk.

#### RESOLUTION NO. 432.

6377-3t

Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawait, that the sum of Five Hundred (\$500) Dollars be and the same is hereby appropriated out of all moneys in the General Fund in the Treasury of the said City and County for the following purpose, to wit:

Street Lighting, \$500. Introduced by, CHAS, N. ARNOLD, Supervisor.

Honolulu, January 20, 1916. I hereby certify that this Resolution passed First Reading and ordered to print the meeting held on Thursday, January 20, 1916, on the following

vote of the Board of Supervisors, to Ayes: Ahia, Arnold, Hollinger, Horner, Larsen, Logan. Total 6. Noes: None.

Absent and not voting: Shingle E. BUFFANDEAU, Deputy City and County Clerk. 6377-3t

#### RESOLUTION NO. 421.

pervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of One Thousand One Hunof all moneys in the General Fund of uary 28, 1916, at 2:00 o'clock p. m. the Treasury of the said City and County of Honolulu, for the account known as Electric Light system, Material and Supplies.

Presented by, DANIEL LOGAN,

Supervisor. Honolulu, January 18, 1916. I hereby certify that this Resolution passed First Reading and order to January 18, 1916, on the following vote of the Board of Supervisors, to wit: Ayes: Ahia, Arnold, Horner, Larsen, Logan. Total 5.

Noes: Hollinger, Total 1. Absent and not voting: Shingle

E. BUFFANDEAU, Deputy City and County Clerk. 6375-Jan. 19, 20, 21, 22, 24.

#### ANZEIGE.

statt, zu der freundlichst eingeladen 1916, at 3:30 p. m.

DER VORSITZENDE. 6377-3t

## Home Course in Advertising

To be Conducted in this Paper by Alex F Osborn Instructor in Advertising Buffile YM CANHIAN School IN 90 CHAPTERS. TOTAL THE A CHAPTER A DAY

THE MANUFACTURER & FOR THE AMBITIOUS YOUTH

CHAPTER LX. THE SALESMAN WHO KNOWS ADVERTISING.

In a general, through-the-dealer plan of national distribution, there is the question of sales organization. Sales organization is not only important, but, also, it is primary. This is one of the first considerations. 一・小の様・本様・技術・経験・経験・

You have your product and you have your field. Now, you must find out how to distribute your goods so as to put them on hand for the consumers to get them when your advertising has created a demand. You must decide this sales question before you decide any question as to medium or copy or any of the other advertising details.

Some of the biggest successes in advertising have had as their key-stone this efficiency of sales organization. Salesmen, more and more, must know advertising. That is why many in advertising ranks today, engaged in work along advertising lines, are former salesman. Part of the function of the man in the field selling goods is to make the dealer understand advertising, so that he will know how this advertised article will be better for him to push than one that is not advertised.

The salesman, in such cases, takes the argument from mere quality of goods, or mere price, to the question of how much can the dealer make from the goods. In other words, the question of profit to the dealer becomes paramount. That always involves a question of the advertising's results-whether that advertising be national and general, as applied to the dealer's interest, or whether it be localized and done over the dealer's name. And so, in connection with the advertising campaigns in which it is hard to get the teamwork of the dealers, the necessity frequently arises for the manufacturer to train his salesmen in the principles of advertising.

Although it is necessary for the salesman to help personally to make the advertising effective, it is also often true that advertising is the salesman's best friend. In many schemes that have been put out for the stimulation of the salesmen, the power of advertising has been the basis. By this plan, the salesman would have something more to present than just the goods and the price. He could also offer some real help by way of advertising aid. For, the broadminded dealer is more interested in the possibilities of his advertis-Kapiolani Park, maintenance and ing than any other phase of his business program.

From the salesman's viewpoint, he helps himself by enlisting advertising in his efforts. The usual salesman can only discuss quality, and price, and other things which have to do with the seller's side of the fence. These considerations are all in terms of 'me" and "us." So they do not strike the selfish ego of the dealer. But the salesman who sells on the basis of advertisability of his goods, or the advertisedness of his goods, talks about how much more economical it will be for him to handle them, for the reason that so much less effort will be required in the selling.

As a result, the salesman who sells in that way, talks about the dealer's side of the fence. He talks to the dealer in terms of 'you" and "your"-rather than of "me" and "us." And, every dealer, being human, is more interested in "you" and "your" than in "me" and "mine."

So the salesman does best if he sells on the basis of advertising. For if he knows the rudiments of advertising in a way that enables him to help the dealer he is unique. He is the man that the dealer is glad to see. Surely, this asset helps the salesman because the dealer cannot help but feel that such a salesman is thinking of his (the dealer's) profit. Therefore, this type of traveler is more likely to sell a dealer, than if the whole atmosphere were fraught with the "me" and "mine" of the manufacturer.

BY AUTHORITY.

SEALED TENDERS.

Sealed tenders will be received by

the MAUI LOAN FUND COMMIS-

For Road Improvement Haiku-Pau-

Plans, specifications and blank

forms for proposals are on file in the

ent of Public Works, Capitol Build-

6373-10t.

O ka mea nona ka inoa malalo iho,

ke haawi aku nei i hoolaha, ma ka

la 1 o Iulai, 1914, ua hoohui ae lakou

kanu kalo ame hana poi, ma Kahana,

Young Hee mailoko aku o ka hui i

komoja mai iloko o ka hui i oleloja

o Lee Chu Shee ame Lam Kit.

PANY,

said firm.

PANY,

York, aged 80 years.

Kahana, Oahu, Ianuari 22, 1916,

KWONG SING LUNG TARO COM

6378-2t

NOTICE

The undersigned give notice that

on July 1, 1914, they entered into a

Fook Teng and Young Hee withdrew

from said firm and same date Lee Chu

Shee and Lam Kit were admitted to

Dr. Daniel G. Elliot, noted zoologist

and one of the founders of the Muse-

Kahana, Oahu, January 22, 1916. KWONG SING LUNG TARO COM-

general co-partnership as Kwong Sing

Chu Hing, Luna Nui.

Chu Hing.

Manager.

OLELO HOOLAHA. ...

R. A. Wadsworth, Secretry.

Maui, T. H.

ing, Honolulu, T. H.

#### CORPORATION NOTICES. NOTICE OF STOCKHOLDERS'

MEETING.

The Bank of Hawaii, Ltd.

Notice is hereby given that the 7:30 o'clock p. m. of Friday, January regular annual meeting of the stock- 28th, 1916, holders of the Bank of Hawaii, Ltd., will be held on Thursday, the 27th wela - Kuiaha - Kaupakalua District, day of January, 1916, at 9 o'clock a. m. of said day, at Room 407, Bank of Hawaii building, corner of Fort and Merchant streets, Honolulu, for the office of the MAUI LOAN FUND election of officers and directors and COMMISSION, Wailuku, Maui, T. H., for the transaction of such other busi- and in the office of the Superintendness as may be brought before the

By order of the Board of Directors. Honolulu, T. H., January 17, 1916. F. C. ATHERTON, Secretary, The Bank of Hawaii, Ltd. MAUI LOAN FUND COMMISSION, 6373-8t

#### ANNUAL MEETING.

#### Be it resolved by the Board of Su- HAWAIIAN IRRIGATION COMPANY, LIMITED.

The Annual Meeting of the Stock dred Sixty-seven and Ten Cents bolders of the Hawaiian Irrigation (\$1,167.10), for water rates of the Company, Limited, will be held at the Sing Lung Taro Company, he poe Electric Light Department, be, and office of F. A. Schaefer & Company, the same is hereby appropriated out Limited, in Honolulu, on Friday, Jan-G. E. SCHAEFER, Secretary.

6374-10t

#### ANNUAL MEETING. HAWAIIAN IRRIGATION COMPANY LIMITED.

The Annual Meeting of the Stockprint the meeting held on Tuesday, holders of the Hawaiian Irrigation Company, Limited, will be held at the office of F. A. Schaefer & Company, Limited, in Honolulu, on Friday, January 28, 1916, at 2:00 o'clock p. m. By order of the Directors. G. E. SCHAEFER,

January 18th. 1916.

6374-10t

NOTICE

Am Dienstag, den 25 Januar, 1916. The annual meeting of the stock-Abends 7:30 Uhr, findet in der holders of McCabe, Hamilton and Deutschen Schule die diesjaehrige Renny Co., Ltd., will be held at the Jahresversammlung der Deutschen Company's office, 20 Queen street, on Evangelisch - Lutherischen Gemeinde the afternoon of Thursday, Jan. 27,

Secretary, um of Natural History, died in New

### OCEANIC STEAMSHIP CO.

51/2 DAYS TO SAN FRANCISCO.

FOR SAN FRANCISCO: Ventura ......Feb. 8 

Sierra ...... March 21

Ventura ..... April 11

FOR SYDNEY: Sonoma .....Jan. 24 

T

C. BREWER & CO., LTD. :: :: :: General Agents

## **Matson Navigation Company**

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO: FOR SAN FRANCISCO: S. S. Manoa......Jan. 25 S. S. Wilhelmina.....Jan. 26 S. S. Manoa ......Feb. 1 S. S. Matsonia.....Feb. 1 S. S. Lrrline ...... Feb. 8 S. S. Matsonia.....Feb. 9 S. S. Wilhelmina ..... Feb. 15 S. S. Lurline ......... Feb. 15

CASTLE & COOKE, LIMITED, Agents, Honolulu

S. S. Hyades, Seattle for Honolulu direct, January 25, 1916.

## TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:

FOR SAN FRANCISCO: FOR THE ORIENT: Chiyo Maru .....Feb. 15 Nippon Maru .....Jan. 29 Tenyo Maru .......... 7 Shinyo Maru.....Feb. 11 S. S. Nippon Maru.....Mar. 22 S. S. Shinyo Maru .... April 4 S. S. Chiyo Maru ..... Mar. 10

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TEN DAYS via Straits of Magellan. From SEATTLE and TACOMA, S. S. ALASKAN, to sail on or about February 13th. From Portland or to Honolulu, direct, S. S. "Kentuckian," to sail

about February 24. For particulars as to rates, etc., apply to H. HACKFELD & CO., LTD. C. P. MORSE, General Freight Agent. Agents.

#### CANADIAN-AUSTRALIAN ROYAL MAIL LINE

Subject to change without notice. For Victoria and Voncouver: For Suva, Auckland and Sydney Niagara .....Jan. 26 THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

#### MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE

Tuesday, Jan. 25. San Francisco-Manoa, Matson str. Hilo-Matna Kea. Wednesday, Jan. 26. Vancouver-Niagara, C.-A. str.

#### Hilo-Mauna Kea, I.-I. str.

Kauai-Kinau, I.-I. str.

VESSELS TO DEPART Tuesday, Jan. 25. Maui, Molokai, Lanai- Mikahala, .-I. str.

Wednesday, Jan. 26. San Francisco-Wilhelmina, Matson SION at Wailuku, Maui, T. H., up to Australia-Niagara, C.-A. str.

Hilo-Mauna Kea, I.-I. str. Thursday, Jan. 27. Kauai-Maul, I.-I. str.

#### MAILS

Mails are due from the following points as follows: San Francisco-Manoa, Jan. 25. Japan and Philippines-Persia Maru,

Australia-Makura, Feb. 4. The Maui Loan Fund Commission Vancouver-Niagara, Jan. 26. reserves the right to reject any and Mail will depart for the following points as follows: San Francisco-Wilhelmina, Jan. 26.

Japan, China and Philippines-Nippon Maru, Jan. 29. Australia-Niagara, Jan. 26. Vancouver-Makura, Feb. 4.

#### TRANSPORT SERVICE

Logan, left San Francisco for Panama iloko o ke kahi hui, o ia ka Kwong January 7. Thomas, at coast. Sherman, at Manila. Oahu; a ma ka la 19 o Januari, 1916, Sheridan, sailed Jan. 15 for Guam and ua unuhi aku o Chu Fook Teng ame Manila. Dix, at Manila. oleloia, a ma ia la hookahi, ua hoo-Warren, in the Philippines.

#### POSTOFFICE TIME-TABLE FOR MONTHS

Buford, at Cristobal.

The following postoffice time-table for the remainder of January and the first half of February has been Feb. arranged, being, of course, sometimes subject to change if sudden arrangements are made for unexpected mail service:

Lung Taro Company, Taro Planters UNITED STATES MAIL STEAMERS and Poi Manufacturers, at Kahana, Steamers to arrive from-Oahu; that on January 19th, 1916, Chu Jan.

25-Manoa	Francisco
26-Niagara	
27-Seattle Maru	
29-Nippon MaruSan	
Feb.	FOR LINE
1-MatsoniaSan	Francisco
1-Great Northern San	Francisco
4-Makura	Sydney
5-U. S. A. T. Logan	Manila
6-Persia Maru	
8-Ventura	Sydney
8-LurlineSan	Francisco
11-Shinyo MaruSan	Francisco
14-SierraSan	Francisco
E-CAPY TREE TO A CONTROL OF THE PROPERTY OF TH	THE RESERVE OF THE PARTY OF THE

DO IT ELECTRICALLY

Hawaiian Electric Co.

FREIGHT TICKETS Also reservations any point on the mainland. See WELLS.FAR GO & CO., 72 &. King St. Tel, 1515

#### OAHU RAILWAY TIME TABLE

OUTWARD For Wajanae. Wajalua, Kahuku and way stations—\* 9:15 a. m., \*3.20 p. m. For Pearl City, Ewa Mill and way, stations-+7:30 a. m., 9:15 a. m., \*11:30 a. m., \*2:15 p. m., \*3.20 p. m., 5:15 p. m., 19:30 p. m., 11:15 p. m. For Wahiawa and Leilehua—10:20 a. m., †2:40 p. m., \*5.40 p. m., \*11:00

INWARD Arrive Honolulu from Kahuku, Watalua and Waianae--8:36 a. m., \*5:31

Arrive Honolulu from Ewa Mill and the Pearl City-+7:45 a. m., \*8.36 a. m. \*11:02 a. m., \*1:40 p. m., \*4.26 p. m. \*5:31 p. m., \*7:3% p. m. Arrive Honolulu from Wahiawa and Lellehua-9:15 a. m., †1:55 p. m.,

\*4:01 p. m., \*7:10 p. m.

The Haleiwa Limited, a two-house train (only first-class tickets honored) leaves Honolulu every Sunday at 8:36 a. m., for Haleiwa hotel; returning arrives in Honolulu at 10:10 p. m. The Limited stops only at Pearl City and Walanae.

Daily, †Except Sunday, ‡Sunday only, G. P. DENISON, F. C. SMITH, Superintendent, G. P. A.

15-Chiyo Maru ..... Hongkong 15-U. S. A. T. Thomas..San Francisco

Steamers to depart for- ..... 26-Wilhelmina .......San Francisco

6-Persia Maru .....San Francisco 8-Ventura .........San Francisco 9-Matsonia ...... San Francisco 11-Shinyo Maru ..... Hongkong 14-Sierra ..... Sydney 15-Lurline ........ San Francisco 15-Chiyo Maru ..... San Francisco

15-Wilhelmina ..... San Francisco | D

26-Niagara ..... Sydney 28-Seattle Maru .....San Francisco 29-Nippon Maru ...... Hongkong 1-Manoa ..... San Francisco -Great Northern....San Francisco 4-Makura ...... Vancouver 5-U. S. A. T. Logan. . San Francisco